

SEARS 75 YEARS
DIAMOND JUBILEE

SEARS

*Seventy-five years of answering the needs,
tastes, and desires of Americans everywhere-*

As always...

Satisfaction guaranteed or your money back



Spring through Summer 1961

INDEX STARTS ON PAGE 589

SEARS, ROEBUCK AND CO., PHILADELPHIA 32, PA.

1 **Sight-seeing Fashion**, the most adaptable dress you can pack . . . simple lines, flawless detailing. Designed in Paris for us, copied in a superb textured rayon and cotton fabric that looks like linen, shuns wrinkles. Back zipper. Hand wash separately. *State size*. *Misses' sizes 8, 10, 12, 14, 16.* N31 A 7154—Orange N31 A 7155—Lt. dusty green Shpg. wt. 1 lb. 2 oz.... \$13.84

2 **Talented Jersey**: Arnel® triacetate that packs easily, washes in a wink, drips dry from shower rods the world over. Bodice front, skirt pleated to last; elasticized waist. Hand wash alone; iron only if you like. Wt. 14 oz. *Misses' sizes 10, 12, 14, 16, 18, 20; Half sizes 12½, 14½, 16½, 18½, 20½, 22½. State size.* V31 A 5281—White V31 A 5282—Black.... \$9.84

3 **En Route: The Ensemble**, ideal travel outfit. Open jacket over a sleeveless dress (side zipper). Dacron® polyester and cotton poplin, treated to resist wrinkles and stains. Hand wash separately. *Misses' 10, 12, 14, 16, 18. State size.* Shpg. wt. 1 lb. 6 oz. N31 A 7720—Light beige with fawn brown N31 A 7721—Light beige with olive green.... \$19.84

All Jewelry shown on these 2 pages is sold on pages 72 and 73



1

2

3

TRAVEL CLOTHES FROM SEARS

..fabrics and styles selected for neat touring qualities



4 **On Tour:** The Shirtwaist viewing the sights in good taste. Mitered stripes "square off" bodice front, a bright scarf accents the belt. Side zipper. Embossed cotton sateen; hand-wash separately. *Misses' sizes 10, 12, 14, 16, 18.* *State size.* Shipping weight 1 lb. **V31 A 6371** — Multicolored stripes on white.....\$10.84

5 **Flight-weight Fashion** weighs ounces, packs small and neat . . . wrinkles hang out. Perma-Smooth, Dacron® polyester crepe . . . little or no ironing. Stay-in pleats from neckline to hem; back zipper. Hand wash separately. *State size.* *Misses' sizes 10, 12, 14, 16, 18, 20.* **N31 A 7158**—Sun yellow **N31 A 7159**—Lt. sky blue Shpg. wt. 12 oz.....\$13.84



Jacket and Sash

Cotton and rayon faille. Double fabric sash, about 4x63 in. Rayon-lined jacket. Dry clean. *State bust size small (30-32); medium (34-36); large (38-40) inches.* Shpg. wt. 1 lb. 1 oz.

88 A 8967—Turquoise blue **88 A 8968**—Black
88 A 8969—Jubilee orange
88 A 8970—White.....Set \$5.97

Other Accessory Jackets on page 59

Photographed at New York International Airport,
courtesy of Pan American World Airways



1

1 The Shape: Long and Mobile comes from Paris bearing those unmistakable couturier touches, intricate cut and superb detailing. Smooth-fitting, overblouse and box-pleated skirt copied in a textured rayon with 5½% silk. Fully lined overblouse zips in back. Dry clean. Misses' sizes 10, 12, 14, 16, 18. State correct size. N31 A 7722—Fawn brown N31 A 7723—Black. Shipping weight 1 pound 8 ounces. \$17.84

2 The Deepened Collar mantles one of the most wearable, most ravishing dresses in our Paris-designed collection. Fabric of rayon and Dacron® polyester with an elegant look of silk shantung. Set-in cummerbund; back zipper. Dry clean. Shipping weight 1 lb. 2 oz. Misses' sizes 8, 10, 12, 14, 16, 18. State size. N31 A 7156—Lilac N31 A 7157—Lil. beige. \$13.84



2



**"SEARS
DOES MORE"...**

Outstanding fashions from a famed couturière's shop in Paris, copied here in fine American fabrics . . . but at Sears you pay only a fraction of their original cost

The Costume Look, a brief jacket and simple dress, designed with legendary Paris chic. Handsome textured fabric of rayon enriched with 5½% silk. Dress zips in back. Hand wash separately. Shipping weight 1 lb. 10 oz.

Misses' sizes 10, 12, 14, 16, 18. State size.
N31A 7725—Bamboo beige with black belt and band trim.....\$19.84



Summer was made for wearing our
LOVELY SHEERS



1 A Twin-print Dress . . . nylon chiffon over acetate taffeta; both fabrics in the same softened plaid. Magnified collar of rayon chiffon; unpressed pleated skirt; back zipper. Dry clean. *Misses' sizes 12, 14, 16, 18, 20. State size. Shipping weight 13 ounces.*
 V31 A 6389—Blue and green on white
 V31 A 6390—Gray and black print on white \$11.84

4 Bare-back Dress stirs romantically to gentle evening breezes in chiffon (acetate and nylon). Fluted bodice poised over a cascade of skirt pleats. Acetate satin midriff, neckband, shoulder straps. Acetate taffeta lining; back zipper. Dry clean. *Misses' sizes 8, 10, 12, 14, 16, 18. State size. Shipping weight 1 lb. 2 oz.*
 N31 A 7792—Black
 N31 A 7793—Red \$19.84

2 Dress with a Delicate Look, especially in filmy voile (Dacron® polyester and cotton). Floppy bow. Full skirt, finely pleated at hipline. Side zipper. Hand washable. *Misses' sizes 12, 14, 16, 18, 20. Half sizes 16½, 18½, 20½, 22½, 24½. State size. Shipping weight 11 ounces.*
 V31 A 5310—Espresso brown
 V31 A 5311—Black \$9.84

3 The Elegant Shirtwaist moves with knowing ease in rayon chiffon (completely lined with acetate taffeta). Step-in style fine tucks on bodice front and skirt. Dry clean. *Misses' sizes 10, 12, 14, 16, 18. Half sizes 12½, 14½, 16½, 18½, 20½, 22½. State size. Shpg. wt. 1 lb. 2 oz.*
 N31 A 7754—Lt. Bamboo beige
 N31 A 7755—Sky blue
 N31 A 7756—Black \$17.84

White fox shrug sold on page 123.



PARIS
design

Shadowy Sheerness played up in black and white on wispy nylon chiffon. Copied from an original French design, this dress literally flows from its intricately draped bodice to its billowy skirt . . . midway turning 'round your waist in a cummerbund-effect. Bow-tied sleeves; back zipper; acetate taffeta lining. Dry clean. *State correct size.*
Misses' sizes 10, 12, 14, 16, 18.
N31 A 7790—Black and white
Shipping weight 14 ounces... \$17.84



1 **Bridesmaid.** Nylon organza over acetate taffeta . . . dress designed especially for Sears. Clustered flowers pretty the shoulders; skirt has deep hem. In back: a low-square neckline and zipper. Nylon net petticoat. Dry clean. Shipping wt. 3 lbs. *Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16.*
N31 A 8056C—Pale lilac
N31 A 8057C—Pale green... \$17.84

2 **Bride's Mother.** Filmy rayon chiffon dress with jacket-effect of scalloped Chantilly-type lace (rayon, cotton and nylon). In back: deep V neckline, zipper. Acetate taffeta lining. Dry clean. *Misses' sizes 12, 14, 16, 18, 20.*
Half sizes 12½, 14½, 16½, 18½, 20½, 22½. *State size.* Shpg. wt. 1 lb. 4 oz.
N31 A 8017—Bamboo beige
N31 A 8018—Light sky blue \$16.84

3 **Story-book Bride.** Silk organza and lace dress designed for Sears. Chantilly-type lace bodice (cotton, nylon, acetate) over organza; lace applique trim. Fully lined; net petticoat; back zipper. Dry clean. *State Misses' size 8, 10, 12, 14, 16, 18. Wt. 2 lbs.*
N31 A 8039C—White
Waltz length..... \$39.84
N31 A 8040C—White
Long length..... \$43.84

4 **White Bridal Veil.** Half-pillbox of Chantilly-type lace (cotton, silk and rayon) with sequins, simulated pearls. Full circular "illusion" veil is imported English silk. Shpg. wt. 1 lb. 4 oz.
N78 A 3700—Elbow
length..... \$19.97
N78 A 3701—Fingertip
length..... \$21.97

FOR THE BIG DAY

Formal Glove. Double woven nylon. 3 sham pearls at inside wrist. About 22 in. long. Hand wash. *State size* 6 1/4, 7, 7 1/2, 8. 88 A 5401—White
88 A 5402—Black. Shpg. wt. 3 oz. \$2.97



1

1 Bowed Bouffant designed for us in nylon organza and color-matched lace of acetate and nylon. Fully lined; back zipper. Dry clean. Tiara sold on page 281.

Misses' sizes 8, 10, 12, 14, 16.

Waltz-length. Shpg. wt. 2 lbs. *State size*.

N31 A 8008C—Turquoise blue

N31 A 8009C—Lt. yellow.... \$19.84

Long-length. Shpg. wt. 2 lbs. *State size*.

N31 A 8010C—Turquoise blue

N31 A 8011C—Lt. yellow.... \$22.84



3

2 Sophisticated Ensemble. Dress in Arnel® triacetate jersey has alluring bodice, draped and pleated, over a shimmering silk shantung midriff . . . stay-in pleated skirt. Lined with acetate taffeta; back zipper. Orlon® acrylic sweater bound with silk shantung; flower applique with glitter trim. Dry clean. *State size*. *Misses' sizes* 8, 10, 12, 14, 16, 18. Shpg. wt. 1 lb. 2 oz.

N31 A 8042—White with teal blue..... \$16.84

See page 542 for Men's Formals

3 Vivid Roses printed on fine combed cotton sateen.

Over-panels softly shape pretty petal bodice over a tiny-waisted midriff marked with piping and fabric rose . . . beautiful domed skirt. Neckline glides to a V in back; long zipper. Hand wash separately. Fur shrug sold on page 123. *Misses' sizes* 8, 10, 12, 14, 16. *State size*. Shpg. wt. 1 lb. 6 oz.

N31 A 8052—Bright rose, red and green on pink

N31 A 8053—Amber, orange, green on lt. yellow.... \$15.84



2

THE DRESS-PLUS...

our superb



Contour Jacket; Slim Dress . . a light-hearted costume in a polka dot print. The fabric is light-weight cotton and Cupioni® rayon textured like shantung. White piping crisply outlines fitted jacket; pearl-look plastic buttons for further accent. Dress has gently eased skirt lined from waist to below hips. In back: V-neckline, zipper, walking slit. Wrinkle resistant; hand wash separately. *Misses' sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 1 oz.* V31 A 6373—Turquoise blue with white dots V31 A 6374—Lilac with white dots. \$10.84



Eased Jacket; Slim Dress . . an ensemble of uncluttered elegance. Designed in Paris exclusively for Sears, and made here in luxurious silk shantung . . lined with acetate taffeta. Bow-accented jacket has concealed button closing. Subtly-shaped dress has rounded neckline; side zipper. Dry clean. *Misses' sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 1 oz.* N31 A 7788—Lt. bamboo beige N31 A 7789—Navy blue. \$29.84



collection of spring-into-summer COSTUMES



Stand-away Jacket; Flared Dress . . . a dashing little costume, especially in this subtly textured woven tweed. A lovely lightweight blend of Arnel® triacetate, rayon, cotton, silk. Wide-set collar sets off brief jacket. Dress has simply cut bodice defined by a smart square neckline . . . skirt of box pleats, stitched for shaping, then flaring crisply. Patent-look plastic belt; back zipper. Hand wash separately. Hat sold in millinery section. Please state correct size.

Misses' sizes 12, 14, 16, 18, 20.
N31 A 7765—Black and white
Shpg. wt. 1 lb. 8 oz. . . . \$15.84



Long Jacket; Shapely Dress . . . a fashion plan that gives a smart silhouette to the ensemble. In fine quality rayon that looks like linen . . . wrinkle resistant. Wear the jacket with other dresses, skirts and blouses. Note its simple styling: jaunty collar, raglan sleeves, welt seaming for shaping. Dress has inset midriff, welt seamed, in front; bowed belt; side zipper. Eased skirt with kick pleat in back. Hand wash separately.

Misses' sizes 12, 14, 16, 18, 20.
State size. Shpg. wt. 2 lbs.
V31 A 6379—Lt. bamboo beige
V31 A 6380—Navy blue. \$10.84



Collared Jacket; Full-skirted Dress . . . a flattering costume that's all curves. Here, in a lightweight blend of cotton and Cupioni® rayon with a shantung texture. Jacket, with its princess lines, adroitly molds your figure; covered buttons. Pretty dress has oval neckline, smooth-fitting low-waisted bodice; skirt bursts into a flare of unpressed pleats. Long back zipper. Hand wash separately. Please state correct size.

N31 A 7160—Cocoa brown
N31 A 7161—Navy blue
Shpg. wt. 1 lb. 4 oz. . . . \$12.84



Do you have your "Charge Account" at Sears yet? . . . see page 586



"SEARS DOES MORE."

Supple Sheath carries its own sure sense of fashion. Subtly textured rib-knit wool in colors so luscious you'll want all three. Oval neckline, perfect for pin or beads, is ribbed in front to achieve a double-yoke effect. Pearl-look plastic button trim. Elasticized waist assures smooth, snug fit; belt included. Hand wash separately.

Misses' sizes 10, 12, 14, 16, 18.

State size. Shipping weight 1 pound.

N31 A 8275—Bright coral

N31 A 8276—Jubilee blue

N31 A 8277—Lilac.....\$15.50

Imagine, Italian Knits of pure, fine wool at these low prices! Designed and skillfully made for Sears with all the extraordinary flair Italians have for the knit dress.

1 Vestee-effect Dress in a fine-gauge flat knit. Note its easy styling and good looks . . . wide-spread collar, bow and button trim . . . full-fashioned sleeves . . . rib-knit elasticized waist. Hand wash alone.

Misses' sizes 10, 12, 14, 16, 18.

State size. Shpg. wt. 1 lb. 2 oz.

N31 A 8246—Jubilee blue

with white trim

N31 A 8247—Black

with white trim.....\$11.00

2 Sashed Tunic and Skirt . . . 2-piece casual designed to flatter. In a fine-gauge smooth knit . . . tunic edged with ribbing. Drawstring adjusts to sash as you please. Full-fashioned sleeves. Skirt has elasticized waist. Hand wash separately. State correct size.

Misses' sizes 10, 12, 14, 16, 18.

Shipping weight 1 lb. 1 oz.

N31 A 8297—White

N31 A 8298—Sky blue.....\$14.00

1 Tunic-length Jacket with big patch pockets . . . fashion treat for a slim skirt and print blouse. Jacket and skirt of rayon (looks like linen); acetate crepe blouse. Hand wash separately. *State size.*
Misses' sizes 10, 12, 14, 16, 18.
Shipping weight 1 lb. 8 oz.
V31 A 6363—Mustard tan with light and dark bamboo
beige print on white.....\$10.84

2 Embroidery adds a pretty touch to this slim, summery dress. The pastel posies are embroidered on front only. Back has long zipper; kick pleat. Wrinkle-resistant rayon (looks like linen) . . . hand wash separately. *State correct size.*
Misses' sizes 12, 14, 16, 18, 20.
Shipping weight 15 ounces.
V31 A 5283—White with multicolor trim.....\$8.84

3 Buttoned Tab with a half-belt effect, skillfully shapes this superb sheath of pure Irish linen. In back: kick pleat, long zipper. Wrinkle-resistant . . . hand wash alone.
Misses' sizes 10, 12, 14, 16, 18,
20. *Please state correct size.*
Shipping weight 1 pound.
V31 A 6391—Black
V31 A 6392—Medium
citron green.....\$10.84

Smart
Details
*enhance easy,
simple lines*



If you need ONE dress to wear
everywhere... let it be our

SHIRTWAIST

Specially chosen as a Sears Jubilee Value



◆ **Because** we offer these desired classics in a choice of superb fabrics that are both chic and practical.

◆ **Because** we specify tailoring that is usually found only in much higher priced garments

1 Imaginative Stitching and skillful tailoring give this step-in shirtwaist its distinguished air. Bodice pockets, deep roll-up cuffs, cluster-pleated skirt. Concealed front closing; contour belt. Shpg. wt. 1 lb.
Misses' sizes 10, 12, 14, 16, 18. Order correct size.

Pure Silk Broadcloth Combed Pima Cotton Broadcloth
... dry clean ... hand wash separately.
N31 A 7777—Lt. blue N31 A 7783—Light
N31 A 7778—Lt. pink yellow
N31 A 7779—Light N31 A 7784—Orange
bamboo beige \$21.75 N31 A 7785—Lilac.....\$14.75

2 Classic Simplicity perfected here with fine cut, superb detailing. Skirt a flattering fullness of unpressed pleats. Step-in style. Two-tone calf-look plastic belt.

Misses' sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb.
Easy-care Broadcloth. 65% Perma-Smooth Pima Cotton
Dacron® polyester, 35% Broadcloth; machine wash.
cotton; hand wash alone. V31 A 4436—Med. orange
V31 A 6360—Med. orange V31 A 4437—Light
V31 A 6361—Lilac \$10.75 jubilee blue.....\$7.75





Make a big fashion impact in the
LITTLE BLACK DRESS

1 The Eased Look of this Paris-designed dress takes its shape from a skirt that is slightly gathered in front, smooth in back. Long tie belt crosses in back, ties in front. Back zipper. Acetate and rayon crepe. Dry clean.

Misses' sizes 12, 14, 16, 18, 20.

State size. Shpg. wt. 1 lb. 4 oz.

V31A6367—Black

V31A6368—Powder blue... \$10.84

2 The Unequalled Classic, a tastefully simple sheath, needs only a change of accessories to go from afternoon to evening. Soft-to-touch matte jersey of acetate and nylon. Rope belt, elasticized waist. Back zipper. Dry clean. Shpg. wt. 11 oz. State size.

Misses' sizes 10, 12, 14, 16, 18.

V31 A 5285—Black

V31 A 5286—Sky blue... \$8.84

3 Princess Silhouette... so graceful, and shapely. Soft pleats mark the hipline. Brilliant rhinestone pin. Back zipper. Rib-textured rayon with 6% Dacron® polyester. Hand wash separately.

Misses' sizes 10, 12, 14, 16, 18.

State size. Shpg. wt. 1 lb. 3 oz.

N31 A 7129E—Black

N31 A 7130E—Navy blue. \$12.84

Includes 5c Fed. Ex. tax on pin

4 Curving Collar provides a flattering frame for your face... accented with a detachable white dickey. Step-in style, full skirt. Summer-weight Dacron polyester and cotton; hand wash separately.

Misses' sizes 12, 14, 16, 18, 20.

Half sizes 14½, 16½, 18½, 20½,

22½, 24½. State size. Wt. 15 oz.

V31 A 3263—Black

V31 A 3264—Light green. \$8.54

MEASURE TO BE SURE... you'll find complete measure information and charts on page 610. Before ordering determine your correct size.

Send no money... pay later on Sears Charge Plan
... see page 586





We've dressed up

Cottons

to go anywhere

1 Bold and Beautiful textured windowpane plaid woven with lustrous overstripes. Coat dress; contour belt. Cotton; hand wash separately. *State correct size.*
Misses' sizes 10, 12, 14, 16, 18.
 V31 A 5294—Oxford gray, white
 V31 A 5295—Gold and white. Shpg. wt. 1 lb. \$9.84

4 Curved Pocket Effect . . . gay strategy for tri-color stripes printed on cotton wale pique. Dress has side zipper. Wrinkle-resistant . . . hand wash separately. *Misses' sizes 10, 12, 14, 16, 18.*
State size. Shpg. wt. 1 lb.
 V31 A 5312—Light violet, gold and white stripes. \$9.84

2 Vestee-Look dress in a crisp, finely-ribbed fabric. Smoothly shaped bodice, full skirt. In back: low-rounded neckline, zipper. Cotton . . . hand wash separately.
Misses' sizes 12, 14, 16, 18, 20.
State size. Shpg. wt. 1 lb. 2 oz.
 V31 A 4430—Bright gold
 V31 A 4431—Turquoise blue. \$7.84

5 Dragon Print boldly squared on cotton. Rounded neckline, zipper in back. Rope belt. Machine wash. Shpg. wt. 15 oz. *State size.*
Misses' sizes 10, 12, 14, 16, 18.
 V31 A 4432—Deep brown, black and white print.
 V31 A 4433—Med. and deep jubilee blue print. \$6.84

3 Misty Flowers printed on polished cotton. Lovely belt piping, buttons add charm. Back, zipper. Hand wash alone. *State size.*
Misses' sizes 12, 14, 16, 18, 20. Wt. 15 oz.
 V31 A 4434—Rose, lilac and gray on ivory.
 V31 A 4435—Aqua green, maize and gray on ivory. \$6.84

6 Striped Bands and Bows . . . fashion excitement for cotton chambray. Back zipper. Hand wash separately. *State size.*
Misses' sizes 8, 10, 12, 14, 16.
 V31 A 5292—Oxford gray with oxford gray and white stripes
 V31 A 5293—Lilac with lilac and white stripes. Wt. 13 oz. \$8.84



**Galey and Lord
COTTON
SHAGBARK**

takes away your laundry cares

Drip dry; little-iron, if at all . . . lasting neatness because of the unique knotty-textured weave. Fabric won't shrink over 1%.

1 Side-button Coat Dress . . . so handsome this woven plaid richly shaded from light to deep. Set-in pocket; leather-look plastic belt. Back kick pleat. Machine wash. *Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. State size.* V31 A 5298—Hot pink and red plaid
V31 A 5299—Periwinkle blue and green plaid. Shpg. wt. 15 oz. **\$9.84**

2 The Full-skirted Dress in light to deep shaded woven stripes. For accent: long button tab, leather-look plastic belt. Back zipper. Machine washable. *Misses' sizes 12, 14, 16, 18, 20. State size.* V31 A 6381—Light aqua, peacock blue and gold stripes
V31 A 6382—Light gold, mustard and blue stripes. Shpg. wt. 1 lb. 4 oz. **\$10.84**



1 Sheer Sorcery creates this bewitching dress . . . an illusion achieved with beautiful silk organza filmed over acetate taffeta and lace. Pretty bodice in fine Chantilly-type lace (acetate and nylon), cut low in back. The skirt flares buoyantly. Long back zipper. Dry clean.

Junior sizes 7, 9, 11, 13, 15. Please state size. Shpg. wt. 1 lb. 2 oz.

N31G 7008—Medium blue

N31G 7009—Black.....\$12.84

2 Eye-catching Velveteen fashion . . . slated for a party-going whirl. Smooth bodice circled and bowed with acetate satin . . . perfect foil for the bell skirt shaped with sculptured pleats. Back zipper. Deeply piled twill-back cotton . . . dry clean.

Junior sizes 7, 9, 11, 13, 15. Please state size. Shpg. wt. 1 lb. 2 oz.

V31G 6167—Scarlet red

V31G 6168—Black

V31G 6169—Royal blue....\$12.54

3 Overblouse Dress. Fine-rib rayon-cotton acetate. Back-button top; back-zipper dress. Dry clean. State Junior size 7, 9, 11, 13, 15. N31G7000—Black with beige trim N31G7001—Med. blue with lt. blue trim. Wt. 1 lb. 10 oz...\$12.84

Petite Juniors (5 ft. 1 in. or under). State size 5, 7, 9, 11, 13.

N31G 7002—Black with beige trim

N31G 7003—Med. blue with lt. blue trim. Wt. 1 lb. 10 oz...\$12.84

4 Buoyant Cotton and Silk . . . a lovely crisp fabric shaped to make you look like a figurine. Triple-tier collar, tiny midriff pertly bowed and a bouncy bouffant skirt . . . all add up to a delectable dress designed for partying and dancing. Long back zipper. Dry clean.

Junior sizes 7, 9, 11, 13, 15. State correct size. Shipping wt. 12 oz.

V31G 5136—Lilac

V31G 5137—Turquoise blue \$9.84

Do you have your "Charge Account" at Sears yet? see page 687



5 The Shirtdress appears here in a burst of vivid color. Lovely stay-fresh rayon with the look and feel of silk. Step-in dress with bodice-tab and buttoned cuffs. Hand wash separately.

State Junior size 7, 9, 11, 13, 15. Shpg. wt. 1 lb.

N31 G 7004—Bright turquoise blue with bright green trim... \$12.84

6 Plaid with a Flare . . . a beautiful bias-cut wool. Shapely dress, circled with shiny bowed belt. Full, swinging skirt. Back zipper. Dry clean.

Junior sizes 7, 9, 11, 13, 15. State correct size.

Shpg. wt. 1 lb. 10 oz.

N31 G 7070—Pink, black and purple

N31 G 7071—Olive, green and gold... \$13.84

7 Glamorous Brocade of cotton and rayon molds young sophistication. Elegant dress . . . its overskirt, cleverly side-sashed, hides skirt pocket. In the back; zipper and kick pleat. Dry clean.

Shpg. wt. 1 lb. 2 oz.

Junior sizes 7, 9, 11, 13, 15.

State correct size.

V31 G 6175—Ivory

V31 G 6176—Mint

(light) green..... \$10.84

Petite Juniors (5 feet 1 inch or under).

State size 5, 7, 9, 11, 13.

V31 G 6177—Ivory

V31 G 6178—Mint

(light) green..... \$10.84

7
also in
Petite
Junior
sizes

8 Bowed Whimsey catches his eye quicker than you can dip an eyelash! Rhinestone-glittered veil encircled with 8 bows of rayon velvet. State color black; cocoa med. brown; purple; red; white. Shipping weight 9 oz.

N78 G 4615—Fits all.... \$1.97

PCBKM
AEDSLG2 SEARS 19

8 Filmy Rayon Crepe Georgette fashions a whirl of a dress. Tucked front bodice. Cowl neckline loops and flutters in back. Fully lined; back zipper. Dry clean.

Junior sizes 7, 9, 11, 13, 15. State correct size.

N31 G 8000—Brilliant green N31 G 8002—Black

N31 G 8001—Brilliant red. Shpg. wt. 1 lb. 2 oz... \$17.84



JUNIORS

put your dollars in

1 Herringbone patterned wool sheath trimmed with natural ranch mink. Slim-shaped to curve beautifully . . . dashed with pockets. Back zipper. Dry clean.
Junior sizes 5, 7, 9, 11, 13, 15. State size.
 V31 G 6188—Deep gold with white
 Shpg. wt. 1 lb... \$10.84

2 Plaid worsted wool with a bevy of unpressed pleats. Cowl collar bows gaily off center. Back zipper. Dry clean.
 Shpg. wt. 1 lb.
Junior sizes 7, 9, 11, 13, 15. State size.
 V31 G 6171—Cinnamon, gold and black plaid
 V31 G 6172—Red and black plaid \$10.84



1



3

Also in
Petite Junior
Sizes



4



2

3 Overblouse Dress. White bulky knit dickey is removable. Two-piece flannel . . . back-button top and a slim, lined skirt. Wool. Dry clean. Wt. 1 lb. 10 oz. *State size.*

Junior sizes 7, 9, 11, 13, 15.
 N31G7055—Scarlet red
 N31G7056—Royal blue \$13.84
Petite Juniors (5'1" or under).
State size 5, 7, 9, 11, 13.
 N31G7057—Scarlet red
 N31G7058—Royal blue \$13.84

4 Pert Suit-Dress in gentle wool flannel. Sleek tailored top has a double row of self-covered buttons, a notched waistline and favorite below-the-elbow sleeves. Slim skirt is skillfully shaped with darts. Dry clean.

Junior sizes 7, 9, 11, 13, 15.
Please state correct size.
 V31 G 6194—Moss green
 V31 G 6195—Navy blue
 Shpg. wt. 1 lb. 1 oz... \$10.84

these luscious Soft Wools



5 Bowed Dickey of crisp white rayon against supple flannel. Remove it for a bare-neckline dress. Back zipper. Dry clean. Shpg. wt. 1 lb. 1 oz. *State size.*

Junior sizes 7, 9, 11, 13, 15.

V31 G 6190—Turquoise

V31 G 6191—Fuchsia

rose.....\$10.84

Petite Juniors (5'1" or under).

State size 5, 7, 9, 11, 13.

V31 G 6196—Turquoise

V31 G 6197—Fuchsia

rose.....\$10.84

6 Fringe-outlined step-in dress, patterned in a smart basket-weave. Buttons to waist, hidden skirt-zipper. Dry clean. Shpg. wt. 1 lb. 2 oz. *State size.*

Junior sizes 5, 7, 9, 11, 13, 15.

V31 G 6173—Beige tweed

V31 G 6174—Gray

tweed.....\$10.84

Petite Juniors (5'1" or under).

State size 5, 7, 9, 11, 13.

V31 G 6198—Beige tweed

V31 G 6199—Gray

tweed.....\$10.84

7 Asymmetrical Charm on ribbed princess-type dress. Hand-bound buttonholes. Back zipper. Dry clean. Shpg. wt. 1 lb. 6 oz.

Junior sizes 7, 9, 11, 13, 15. State size.

N31G7611—Medium blue and gold

N31G7612—Red and beige.....\$18.84

8 Our Fabric Pillbox. Pick a jungle pet: black or white or spotted . . . "bagged" to wear with these luscious wools, looks like the real thing. *State color* black spots on beige; all black; all white. Shpg. wt. 8 oz.

N78G4610—Fits all sizes.....\$3.97



8

be exciting in Shapely Jersey

JUNIORS

1 Slimmed Dress . . sleek, smooth fit in Orlon® acrylic and wool. Set-in tie belt; back zipper. Pin not incl. Hand wash separately. Shpg. wt. 13 oz. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 5134—Bright blue
V31 G 5135—Black.....\$9.84

2 Fitted Costume in pure wool. Dress with waist-hugging midriff, back zipper. Checked, bulky-weave jacket with pull-tie collar. Dry clean. Junior sizes 7, 9, 11, 13, 15. State size. N31 G 7650—Black, red and white
Shipping weight 1 lb. 8 oz.\$15.84

3 Princess-Dress, beautifully shaped in soft wool. High jewel neckline; back zipper. Dry clean. Junior sizes 7, 9, 11, 13, 15. State size. Shipping weight 1 pound 3 ounces. N31 G 7062—Emerald green
N31 G 7063—Black.....\$14.84

4 Cummerbund Dress defines a pretty figure in matté jersey fabric of acetate and nylon. Easy back zipper. Dry clean. Shpg. wt. 1 lb. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 6192—Bright blue print
V31 G 6193—Cherry red print \$11.84



.. look adorable in flirty Pleats



5 **Mushroom Pleats** are here to stay in graceful, wrinkle-resistant Arnel® triacetate jersey. Young rounded collar; rope belt. Just cut with scissors to shorten hem . . . edge will not ravel. Back zipper. Pin not included. Hand wash separately.

*Junior sizes 7, 9, 11, 13, 15.
State correct size.*

Shipping weight 11 oz.

V31 G 5120—Cherry red

V31 G 5121—Medium turquoise blue. . . . \$9.54

6 **Lilting Box Pleats** flow from set-in waistband. Crisp Arnel triacetate and rayon sheds wrinkles. Back zipper. Hand wash alone.

Junior sizes 5, 7, 9, 11, 13, 15. State correct size.

V31 G 5122—Bright blue

V31 G 5123—Gold

Shpg. wt. 15 oz. . . . \$9.84

Petite Juniors (5 feet 1 inch or under).

State size 5, 7, 9, 11, 13.

V31 G 5142—Bright blue

V31 G 5143—Gold

Shpg. wt. 15 oz. . . . \$9.84

7 **Stay-in Box Pleats** on an easy-sway skirt branch from pretty bodice tucks. Back news; big buttons to the waistline, zipper below. Dacron® polyester and rayon blended to look like lovely worsted. Hand wash separately.

Junior sizes 7, 9, 11, 13, 15. State correct size.

Shipping wt. 1 lb. 3 oz.

N31 G 7066—Medium gray

N31 G 7067—Scarlet red

N31 G 7068—Winter navy blue. \$12.84



6

Also in
Petite
Junior
Sizes

7

Come hither

COTTONS

JUNIORS

1 Shirt and Skirt . . wear as set or separately. Broad-cloth shirt has convertible collar, roll-up sleeves. Woven harlequin-effect skirt has unpressed pleats, plastic belt. Hand wash separately.

Junior sizes 5, 7, 9, 11, 13, 15. State correct size.

V31 G 5130—Turquoise blue shirt; turquoise, black and green skirt

V31 G 5131—Fuchsia rose shirt; fuchsia, black and jade green skirt.

Shpg. wt. 1 lb. 9 oz. \$8.89

2 Woven Muted Check with multicolor eyelash fringe and rick-rack trim. Flattering dropped waist. Unpressed pleats all around. Long back zipper. Machine wash. Shpg. wt. 14 oz.

Junior sizes 5, 7, 9, 11, 13, 15. State correct size.

V31 G 5126—Olive green and black.....\$8.89

Petite Juniors (5 feet 1 inch or under). Please state correct size 5, 7, 9, 11, 13.

V31 G 5146—Olive green and black.....\$8.89



3 Provincial Print with old-fashioned charm. Ruffle at neckline and sleeves. Self-covered buttons, loops on bodice. Step-in style, unpressed pleated skirt. Self-rope belt. Hand wash separately. Junior sizes 7, 9, 11, 13, 15. State size. Shpg. wt. 14 oz.

V31 G 5132—Gold ground

V31 G 5133—Turquoise

blue ground with muted green print...\$8.89

Also in
Petite
Junior
Sizes

A year-round wardrobe of VERSATILE CASUALS

1 **Solid Color.** Arnel® triacetate and rayon flannel, in a smart "necktie" shirt-dress. Ties are attached under the collar on each side. Buttons to waist. Side zipper. Hand wash separately.
*Junior sizes 5, 7, 9, 11, 13, 15.
State size. Shpg. wt. 1 lb.*
V31 G 5129—Jade green
V31 G 5128—Deep turquoise blue.....\$9.89

2 **Bold Plaid.** Orlon® acrylic and rayon looks like wool. Stay-in box pleats all around. Step-in style. Inverted back bodice pleat. French cuffs. Machine washable.
*State Junior size 7, 9, 11, 13, 15.
Shpg. wt. 1 lb. 4 oz.*
V31G5116—Medium brown and burnt orange
V31G5117—Navy blue and medium blue.....\$9.89

3 **Small Plaid.** Cotton and Arnel triacetate, trimmed with platter buttons. White rayon under-collar. Unpressed pleats all around. Long back zipper. Plastic belt. Hand wash alone. Wt. 1 lb. 5 oz.
State Junior size 7, 9, 11, 13, 15.
V31G5124—Jade green on black
V31G5125—Bright blue on black.....\$9.89

1

2

3

JUNIORS .. see how Sears



(4) and (5)
also come in
Petite Junior
Sizes

stretches your fashion funds

SHOWN ON OPPOSITE PAGE

1 Combed Cotton Dress keeps tabs on your treasures with 4 pockets on skirt. Unpressed pleats all around. Roll-up sleeves. Plastic belt. Long back zipper. Hand wash separately. Shpg. wt. 1 lb. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 4226—Bright turquoise blue V31 G 4227—Medium violet.....\$7.84

2 Wool Sheath with rhinestone pin on the dramatic cowl collar. Long back zipper. Dry clean. Price includes 2c Fed. Exc. tax on pin. Shpg. wt. 1 lb. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 3171E—Scarlet red V31 G 3172E—Black V31 G 3173E—Royal blue.\$8.54

3 2-pc. Checked Cotton Dress. Jacket closes with 3 snaps; has bow and button trim. Slim skirt, back kick pleat. Hand wash separately. Shipping wt. 13 oz. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 4230—Dark brown and gold V31 G 4231—Red and dark brown. \$5.84

4 Bow-trimmed Plaid Sheath in 80% wool, 10% Dacron® polyester and 10% other fibers. Long back zipper. Back kick pleat. Dry clean. Junior sizes 5, 7, 9, 11, 13, 15. State size. V31 G 3174—Purple, red and green V31 G 3175—Medium brown, blue and green. Shipping wt. 1 lb.....\$8.54
Petite Junior sizes (5 ft. 1 in. or under). Please state size 5, 7, 9, 11, 13. V31 G 3182—Purple, red and green V31 G 3183—Medium brown, blue and green. Shipping wt. 1 lb.....\$8.54

5 Striped Cotton Shirtdress. Step-in style. Roll-up sleeves. Cluster pleats all around skirt. Plastic belt. Hand wash separately. Shipping weight 15 oz. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 4228—Purple, blue and green V31 G 4229—Red, orange, and gold \$6.84
Petite Junior sizes (5 ft. 1 in. or under). Please state size 7, 9, 11, 13. V31 G 4232—Purple, blue and green V31 G 4233—Red, orange and gold \$6.84

SHOWN AT RIGHT

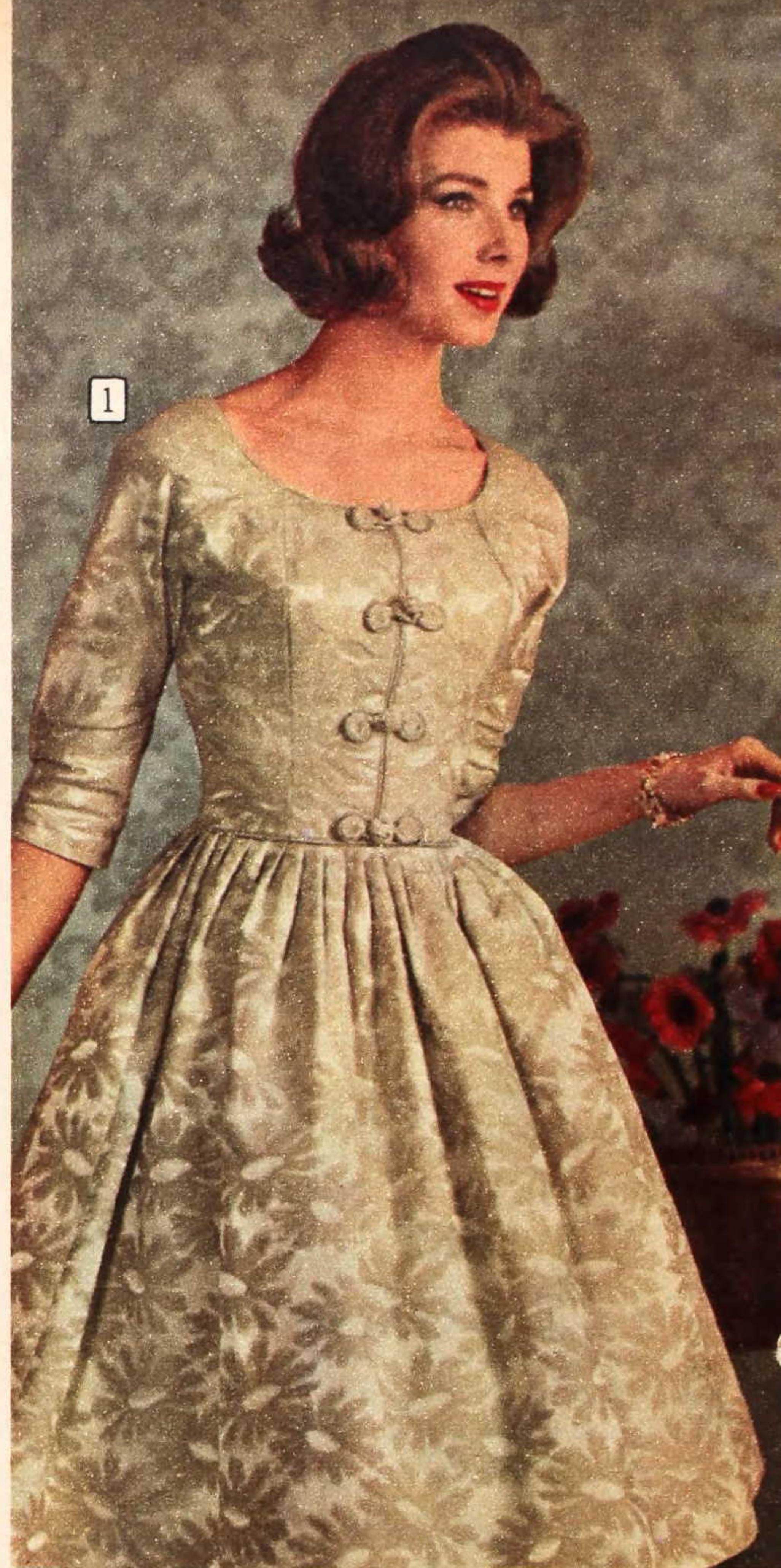
6 Glen Plaid Sheath in rayon and Arnel® triacetate. Button and braid trim. White rayon edging at neck. Long back zipper. Back kick pleat. Dry clean. Junior sizes 7, 9, 11, 13, 15. Please state correct size. Shipping weight 1 lb. V31 G 3178—Black and white.....\$7.54

7 Patterned-effect Step-in Dress of rayon and acetate. Two neat rows of tucks on bodice. Unpressed pleated skirt. Dry clean. Shipping weight 15 oz. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 3180—Muted green and black V31 G 3181—Taupe brown and black \$6.84
Petite Juniors sizes (5 ft. 1 in. or under). Please state size 7, 9, 11, 13. V31 G 3184—Muted green and black V31 G 3185—Taupe brown and black \$6.84

8 Step-in Shirtdress of Arnel triacetate and cotton combines checks and solid color. Fly front conceals buttons to waist. Button tabs on front of skirt. Unpressed pleats all around. Hand wash separately. Shipping weight 15 ounces. Junior sizes 7, 9, 11, 13, 15. State size. V31 G 3176—Medium blue and black V31 G 3177—Taupe brown and black \$5.84



Your approach to a lovely evening



1

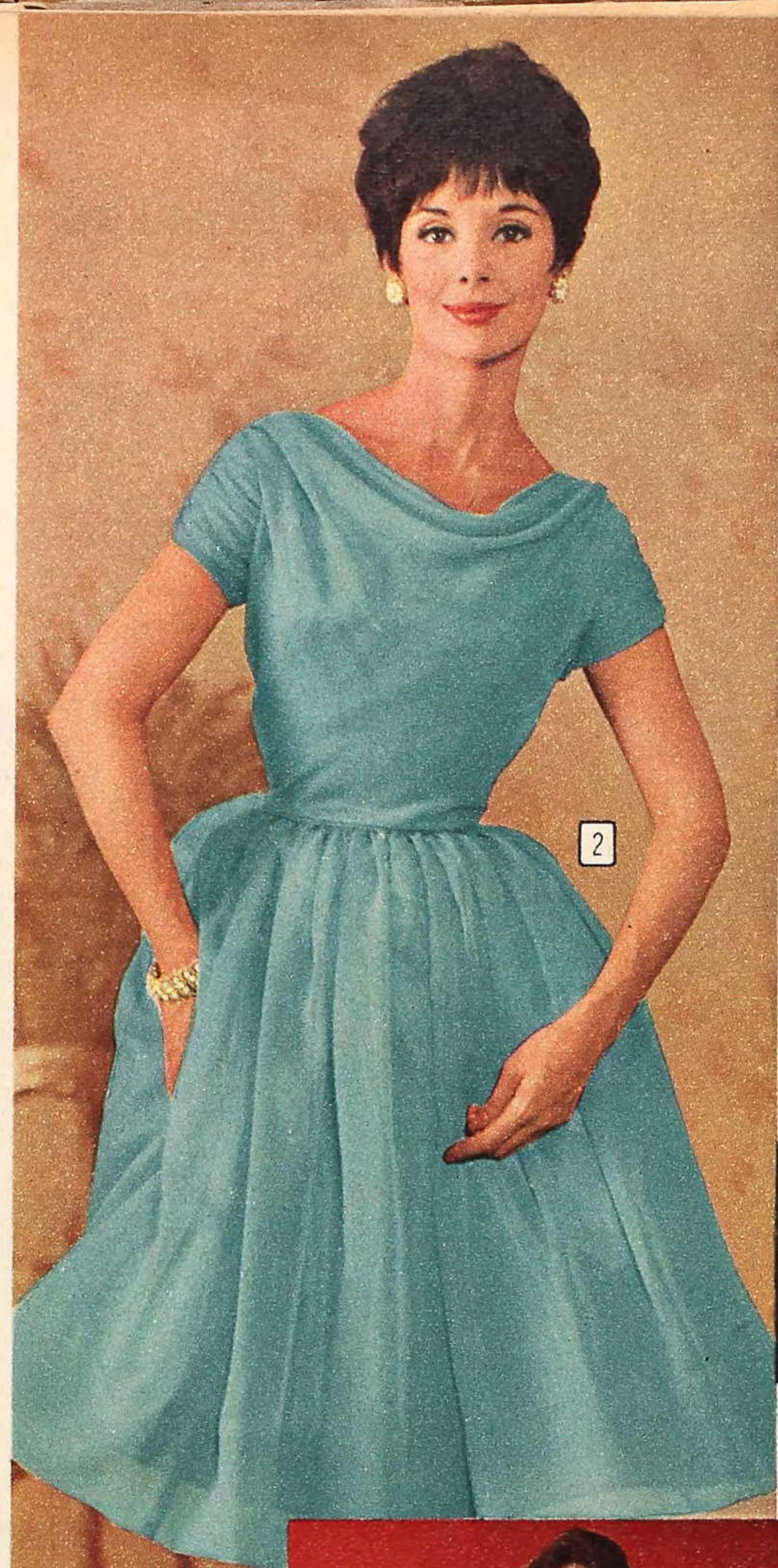
1 **Beautiful Brocade** dress destined for an elegant future. Sunflower pattern is piped and scooped at the neckline; flavored with mock frog fasteners. Handsomely skirted with a multitude of unpressed pleats. Rich blend of cotton and acetate. Back zipper. Dry clean. *Misses' sizes 10, 12, 14, 16, 18. State size.*
N31 G 7654—Light beige
N31 G 7655—Black. Wt. 1 lb. 10 oz. **\$15.84**

2 **A Fiesta of Sheer Crystal Pleats** flutters on a nylon dress; bare shoulders are sheltered with a sweater of Orlon® acrylic. Both splendored with gold-color flecked paisley of rayon, metallic polyester and nylon. Lined dress has a back zipper. Dry clean. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.*
Shipping weight 1 pound 10 oz.
N31 G 7802—Butterscotch..... **\$25.00**

3 **A Sheath of Candlelight Lace** with a single-button self jacket. Designed in Paris just for Sears; copied for you in the U.S.A. Lovely acetate-and-nylon lace over acetate taffeta. Easy back zipper. Dry clean. Shipping weight 1 pound 8 ounces.
Misses' sizes 10, 12, 14, 16, 18. State size.
N31 G 8020—Light beige
N31 G 8021—Light blue..... **\$27.50**



Evening Bag . . elegant in rayon velvet, richly lined with rayon satin. About 9x6 in. Price includes 10% Federal Excise Tax.
Shpg. wt. 1 lb. 6 oz.
88 G 1211E—
Black..... **\$5.77**



1 Romantic Crepe Blouson . . young, light-hearted and utterly captivating. Sleeveless blousey bodice is caught by a sash, floats over the flirty skirt of spaced-out nested pleats. Acetate and rayon. Lined bodice; back zipper. Pin not included. Dry clean. *Misses' sizes 8, 10, 12, 14, 16. Please state size.*

N31 G 7196—Geranium red
N31 G 7197—Black. Shpg. wt. 1 lb. 2 oz....\$12.84

2 A Lovely Haze of Crepe Georgette . . sheer rayon
buoyed over acetate taffeta. Cowl-drape front is
shirred to a V in back. Short shirred sleeves; dancing-
full shirred skirt. Back zipper. Dry clean.
*Fits Juniors and Misses . . State size 7-8, 9-10, 11-12,
13-14, 15-16. Shipping weight 14 ounces.*
N31 G 8118—Turquoise blue
N31 G 8119—Black. \$13.84

N31 G 8118—Turquoise blue
N31 G 8119—Black. \$13.84

3 **Velveteen Drama** in sophisticated black or siren red. Slim straps over bare shoulders; unpressed pleats make a soft, full skirt. Bow-belted in acetate satin. Back zipper. Twill-back cotton . . dry clean. *Misses' sizes 10, 12, 14, 16, 18. Please state size.*

V31 G 6401—Scarlet red. Wt. 1 lb. 4 oz....\$12.54

4 Chiffon Float wi

4 **Evening** **Flair** with a twinkling **Comet**. **Bend** **sets** **evenings** **ablaze** . . . **emphasizes** **a** **tiny** **waistline**.

4 Chiffon Float with a Twinkling Cummerbund sets evenings ablaze . . emphasizes a tiny waistline. Slithery scrolls of sequins and sparklers below a beautifully draped and pleated bodice; skirted with clouds and clouds of vaporous nylon tricot over acetate

taffeta. Easy back zipper. Dry clean.
Misses' sizes 10, 12, 14, 16, 18. Be sure to measure.
State correct size. Shipping weight 1 pound.

State correct size. Sm
Dress-length

Dress-length
N31 G 8122-White

N31 G 8122-White
N31 G 8123-Bright

Full-length

N31 G 8124-White
N31 G 8125-Bright

N31 G 8124-White
N31 G 8125-Bright





Tunic Effect. Designed in Paris exclusively for Sears, faithfully copied here in textured wool. A simple style, beautifully detailed, with welt seams, self-covered buttons and belt. Seam across hips on front of dress only. Two side-seam pockets. Step-in dress. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Please state correct size.

Shipping weight 1 lb. 2 oz.

V31 G 6412—Turquoise blue

V31 G 6413—Fuchsia

rose.....\$11.84

Cutaway Panels over front of skirt give fashion's latest look to this wool flannel sheath. Acetate satin belt. Rounded neckline and dolman sleeves add to its elegant look, smooth fit. A dress you'll wear in daytime, or dress up with jewelry for evening. Long back zipper; kick pleat. Dry clean. Shpg. wt. 1 lb. 2 oz.

Misses' sizes 12, 14, 16, 18, 20. Please state correct size.

V31 G 6410—Bamboo (light)

beige

V31 G 6411—Black....\$11.84

Just say "Charge It" and pay later... see page 687

Time for flattery...

Enjoy the wonders of soft, pure wool... it's lightweight... alive with color... and drapes easily to make fashions look right



Domed Pillbox is covered with veiling over velour fur felt, topped with grosgrain covered button and trim. Fits 21 $\frac{3}{4}$ to 22 $\frac{1}{2}$ inches.

State color beige with cocoa (med.) brown trim; all black; all red; all purple; all moss (med.) green. Shpg. wt. 11 oz.

N78 G 4650.....\$5.97

The Ensemble. Designed in Paris exclusively for Sears, with the detailing and high-fashion look that you would expect only at higher prices... produced here in textured, worsted wool. Notched jacket is lined, has self-covered buttons, hand-bound buttonholes, $\frac{3}{4}$ sleeves. The sleeveless dress, elegant in its own right, has stitched lines from bodice to hem; these are repeated in the jacket. Back zipper. Contour belt. Dry clean.

State Misses' size 10, 12, 14, 16, 18. Wt. 2 lbs. 6 oz.

N31 G 7804—Bright turquoise blue

N31 G 7805—Cherry red.....\$25.00



time for a wool dress

1 Double-breasted coat dress, with the flattering slim-look of a sheath. This handsome wool plaid has all-day versatility, assures you that well-dressed feeling wherever you go. Seat-lined. Dry clean. The handbag shown is sold on page 148.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.

V31 G 6402—Black and maple (medium) brown

V31 G 6403—Bright red and wine red

Wt. 1 lb. 4 oz.....\$12.54

2 Sleeveless and couturiere-inspired. Designed in Paris exclusively for Sears, and copied here in luxurious, soft wool crepe. Wear from daytime right on to that "little" evening. Step-in style, deep fold at side of Shirred skirt. Self-covered buttons, belt. Dry clean.

Misses' sizes 8, 10, 12, 14, 16. Please state size.

N31 G 7184—Taupe brown

N31 G 7185—Black

Shipping weight

1 lb. 3 oz.....\$14.54

3 Bouffant. Coatedress with a difference: liting bias-cut skirt, underscored with a horizontal tuck, gives new shaping, new excitement to this classic. Fine quality, soft wool flannel has the "body" to preserve shape of dress. Self-covered buttons and belt. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Please state size.

N31 G 7818—Rust brown

N31 G 7819—Bright green

Shipping weight

1 lb. 10 oz.....\$16.84





THE LITTLE BLACK DRESS

.. simply superb
everywhere
.. anytime

1 **Flared Fashion** created in a sub-textured fabric of rayon, cotton and acetate. Flattering portrait collar, widespread and notched, is balanced by flared wrap-over skirt. Platter buttons emphasize diagonal closing. Hand-bound buttonholes. Plastic belt (looks like leather). Dry clean. *Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shpg. wt. 1 lb. 4 oz.* N31 G 7188—Black
N31 G 7189—Navy blue.....\$12.84

2 **Uncluttered Look** .. so important we offer it in a choice of fabrics. Shapely dress defined with slotted seams, scissor-pleated skirt sculptured with unpressed pleats. Contour belt; back zipper. Shpg. wt. 13 oz. *State size.* *Misses' sizes 10, 12, 14, 16, 18, 20.* *Rayon and silk* .. a fabric that looks and feels like silk shantung. Dry clean. V31 G 6416—Black
V31 G 6417—Maple tan.....\$11.84
Fine Crepe of acetate and rayon .. an excellent quality fabric. Dry clean. V31 G 5345—Black
V31 G 5346—Maple tan.....\$8.84

3 **Crown Pillbox** .. rayon velvet intricately braided with rayon chiffon. Here's easy elegance with the light-hearted look you like. Fits all sizes. *State color* black with white; cocoa (medium) brown with beige; purple with lilac; or all white. N78 G 4635—Shpg. wt. 9 oz...\$5.97





Indispensable Shirtdresses

Specially chosen as a Sears Jubilee Value

♦ **Because** we offer these desired classics in a choice of wonderful fabrics and exciting fashion colors.

Tailored Casual . . superbly cut and imaginatively detailed. Very fine stitching adds distinction to the beautifully set collar, pocket flap and buttoned cuffs. Step-in style with a full skirt of cluster pleats. Misses' sizes 10, 12, 14, 16, 18. *State size*. Shipping weight 1 pound.

Pure Silk Broadcloth
Hand wash separately

N31 G 7811—Sky blue

N31 G 7812—Black.....\$21.75

♦ **Because** we specify a quality of workmanship that is usually found only in much higher priced garments

Tucked Bib-effect . . bright fashion touch for this step-in dress. Notched collar; roll-up sleeves; gold-colored buttons. Skirt of unpressed pleats. Misses' sizes 10, 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. Please state correct size. Shipping weight 1 pound.

Easy-care Broadcloth. 65% Dacron® poly-ester, 35% cotton . . hand wash alone.

V31 G 6429—Coral red

N31 G 7162—Fuchsia rose

N31 G 7163—Jade green... \$14.75

Perma-Smooth Pima Cotton Broadcloth . . hand wash alone.

V31 G 4464—Bright blue

V31 G 6430—Navy blue.....\$10.75

V31 G 4463—Gold... \$7.75

